

Begin forwarded message:

**From:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>  
**Subject: Re: Larchmont utility boxes**  
**Date:** November 5, 2015 at 6:56:59 PM PST  
**To:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>  
**Cc:** Ma'ayan Dembo <[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)>, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>, Tom Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>

Sounds good. Could you send us an example of fliers you've used in the past?



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / 323.646.6406

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Nov 5, 2015, at 1:58 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca

From here we would like to disseminate a flyer and have this listed/attached to a page on your BID website.

Please send to us when you have arranged. Let us know when you need support!

On Wed, Nov 4, 2015 at 1:48 PM, Ma'ayan Dembo <[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)> wrote:

[Updated!](#)

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thanks! There isn't a reference to the watercolor I had attached. Is that

intentional or is there a way to let artists know that's what's already on the street?

I also realized I didn't attach the higher res logo — here you go. Is that high enough?

Timeline looks good!



**Rebecca Hutchinson**/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Nov 3, 2015, at 3:03 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented. [Here](#)

How are these dates?

The timeline would go as follows:  
Submission deadline - December 8th  
Selection decided by - January 10th  
Installation finished by - January 23rd

Best!

On Tue, Nov 3, 2015 at 8:06 AM, [Heather@h-rpr.com](mailto:Heather@h-rpr.com) <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:

I think you covered it all, Rebecca. Thanks



**Heather Duffy Boylston** / President + CEO, Odd Days  
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thank you, Ma'ayan! This looks great. A couple things:

— there are 2 places where Larchmont Village is referred to as “the” Larchmont Village. Please just take out “the”. It’s here and in the next line: **What is your favorite aspect of the Larchmont Village? \***

— we would like to be sure artists are aware of the BID’s description of our village, listed here <http://larchmontvillagebid.com/index.php>, and the artwork that’s already on the side of the Big Belly trash and recycling bins on the street (see attached)

— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!  
Rebecca



**Rebecca Hutchinson** / President + CEO, Even Days  
rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Nov 2, 2015, at 1:24 PM, Ma'ayan Dembo  
<[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)> wrote:

Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:  
Submission deadline - November 18th  
Selection decided by - November 25th  
Installation finished by - December 23rd

Thank you very much,  
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Wonderful, thanks! And you will send us an invoice, right?



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

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<http://www.h-rpr.com>



On Oct 28, 2015, at 11:46 AM, carmen zella  
<[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca!

Here is the countersigned!

From here we will customize the application form for Larchmont Village and place on websites and flyer - and set up a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:  
Hi - Here's the signed agreement.

Begin forwarded message:

:

**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>  
**Date:** October 23, 2015 at 2:51:06 PM PDT  
**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>  
**Subject: Re: Larchmont utility boxes**

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson  
<[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

- please change the official name of our BID to Larchmont Village BID (the “village” is missing in the doc)
- date says 9/10/15 in “Ownership” section — need to change

Thanks.

|

|

**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

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On Oct 22, 2015, at 8:43 AM, carmen zella  
<[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

<DOART\_DealMemo\_LarchmontUtilityBoxes.pdf>

--

*["A little inspiration goes a long way"](#)*

---

Carmen Zella

Founder & Creative Director

**Do Art Foundation**

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Instagram: DoArTFoundation

[www.facebook.com/doartfoundation](http://www.facebook.com/doartfoundation)

[www.doartfoundation.org](http://www.doartfoundation.org)

**310.406.5055**

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*["A little inspiration goes a long way"](#)*

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**310.406.5055**

<doc02111220151027152622.pdf>

<Larchmont\_PanelArt\_052913b.tiff>

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**310.406.5055**

<LVBID\_Logo\_012314\_FINAL.png>

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"A little inspiration goes a long way"

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[www.doartfoundation.org](#)  
**310.406.5055**

Begin forwarded message:

**From:** [rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)  
**Subject:** Fwd: Larchmont utility boxes  
**Date:** October 2, 2015 at 1:25:18 PM PDT  
**To:** Tom Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>  
**Cc:** Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>

See below about weatherproofing.

Rebecca Hutchinson  
Cell: (323) 646-6406

Begin forwarded message:

**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>  
**Date:** October 2, 2015 at 1:14:47 PM PDT  
**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>  
**Subject:** Re: Larchmont utility boxes

The 3M product is very robust in this capacity, as it has UV protection to wear against fading - but coupled with Anti-Graffiti coating which also has UV protection, this should not be a problem.

Great question though! Our sun is more and more intense every year!

On Fri, Oct 2, 2015 at 12:39 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thanks, Carmen. I have a note in to Tom, our ED, to see if he's OK with \$2,900.



He wanted to know the details about weather-proofing on the boxes — please advise as both are in the blazing sun.



**Rebecca Hutchinson**/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Oct 2, 2015, at 12:22 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca!

The Print Company has quoted the following for two boxes:

\$475 per box for material costs

\$250 per box for installation

Unfortunately that will exceed the price of our original quote of \$2,000 for 2 boxes ):

**Here is the breakdown:**

Artist Fee:  
\$500

Utility Box Printing:  
\$800 x (2) = \$1,600

Do Art Fee:  
@20% = \$400

Additional Anti-Graffiti Coating (the 3M vinyl is Graffiti Resistant, not 100% bullet proof)  
\$200 per box for labor and product application = \$400

**Total: \$2,900**

Lets make sure that this works for you before I send a Deal Memo etc.

On Wed, Sep 30, 2015 at 11:19 AM, carmen zella  
<[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

| Hello Rebecca~

Sounds great!

Our next steps will be the following:

1. Confirmation from the print company of \$ to do 2 boxes
2. Agreement for performance (Deal Memo) and invoice/W9
3. Assessment of cultural organizations/galleries to help post request for artist submissions OR if you have artists in mind, please send us their information!
4. Timeline to include delivery of artwork using Utility Box template and digital asset requirements
5. Installation of artwork

On Tue, Sep 29, 2015 at 5:52 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Hi Carmen — it was great speaking with you on Friday! I got approval from our BID's executive director, Tom Kneafsey, to move forward with working with you on the 2 utility boxes for an estimated \$2K. We are excited!

We actually have some artwork already on the side of our Big Bellies that we really like so perhaps one of the artists can provide something that complements or incorporates that image? I'll get it to you asap.

Please remind me of immediate next steps.

Thanks,  
Rebecca



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

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["A little inspiration goes a long way"](#)

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Carmen Zella  
Founder & Creative Director

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**[310.406.5055](#)**

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["A little inspiration goes a long way"](#)

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**[310.406.5055](#)**

Begin forwarded message:

**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>

**Subject:** Re: Larchmont photo

**Date:** April 1, 2016 at 8:23:24 AM PDT

**To:** Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>

**Cc:** Thomas Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>, Ann Bridges <[ann.bridges@mac.com](mailto:ann.bridges@mac.com)>

I would love to meet all of you! Please take the photo without me as I have to attend to an art installation we have in Burbank that just came up. Sorry to have missed you! I went by the boxes- great artist selection!!!! Looks beautiful- we are thankful to have been a part of this happening!

On Thursday, March 31, 2016, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:

Hi all,

Confirming tomorrow at 10:00. Let's meet at the utility box by Noah's Bagels.



**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / 323-397-3446

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Mar 29, 2016, at 10:27 AM, Thomas Kneafsey  
<[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)> wrote:

Good for me  
Tom Kneafsey

---

**From:** Heather Boylston [mailto:[heather@h-rpr.com](mailto:heather@h-rpr.com)]

**Sent:** Tuesday, March 29, 2016 10:16 AM

**To:** carmen zella

**Cc:** Rebecca Hutchinson; Tom Kneafsey; Ann Bridges

**Subject:** Re: Larchmont photo

Hi all,

The artwork has been installed and it looks great! I'd like to schedule the photo shoot sometime later this week. Would Friday morning at 10 am work for everyone?

<image001.jpg>

**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / 323-397-3446

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>

<image002.jpg>

<image003.jpg> <image003.jpg>

On Mar 18, 2016, at 9:27 AM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello all,

So sorry - I put a lot of pressure on the printing company to convey why there is a delay. They told me the installer has the prints and should be finalizing by Saturday. They are behind and apologized....

I truly apologize as I'm frustrated and want to see this beautiful art up in your district!

On Wed, Mar 16, 2016 at 11:05 PM, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:  
Ann,

John Wellborne from the Larchmont Chronicle may be emailing you for an interview. We are going to have him run the images of your renderings if the artwork is not installed yet. Their deadline is Friday. Let me know if you have any questions about talking to him. Thanks!

<image001.jpg>

**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / 323-397-3446

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>

<image002.jpg>

<image003.jpg> <image003.jpg>

On Mar 16, 2016, at 10:20 PM, [rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) wrote:

Carmen - please reply all to confirm we are canceling tomorrow's 11am photo on Larchmont. I'm assuming the artwork can't be installed between now and then, right?!

Rebecca Hutchinson  
Cell: [\(323\) 646-6406](tel:3236466406)

On Mar 16, 2016, at 9:24 PM, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:

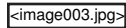
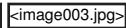
I just drove by and they are not installed. We were hoping to make deadline by Friday for the local paper.....



Heather Duffy Boylston / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / [323-397-3446](tel:3233973446)

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Mar 16, 2016, at 3:43 PM, [rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) wrote:

I'm on the road away from Larchmont and unable to check but there was no sign of progress today at 11:30. Please check in with Heather, copied, or [323-397-3446](tel:3233973446). Thanks.

Rebecca Hutchinson  
Cell: [\(323\) 646-6406](tel:3236466406)

On Mar 16, 2016, at 3:28 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca I'm checking to see if the boxes have been installed? Can you please give me a call back as I can't seem to reach my contact at the printing company.  
[310.406.5055](tel:3104065055)

On Monday, March 14, 2016, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:  
Hello Rebecca,

The printers are set to install in the next day or so. I apologize for the delay - and will call again tomorrow to ensure they are on point.

It will only take them one afternoon to finalize.

On Mon, Mar 14, 2016 at 10:31 AM, <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:  
Hi Carmen. There's no sign of the art work on our utility boxes yet. Please LMK status. Is the photo on Thurs still doable?

Rebecca Hutchinson  
Cell: [\(323\) 646-6406](tel:3236466406)

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*"A little inspiration goes a long way"*

---

Carmen Zella  
Founder & Creative Director

**Do Art Foundation**

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**310.406.5055**

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**310.406.5055**

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*I will be on vacation from April 8th - April 23rd*

---

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Begin forwarded message:

**From:** "Ma'ayan Dembo" <[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)>  
**Subject: Re: Larchmont utility boxes**  
**Date:** November 2, 2015 at 1:24:13 PM PST  
**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>  
**Cc:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>, Tom Kneafsey  
<[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>

Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:  
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Installation finished by - December 23rd

Thank you very much,  
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Wonderful, thanks! And you will send us an invoice, right?





**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

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On Oct 28, 2015, at 11:46 AM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca!

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From here we will customize the application form for Larchmont Village and place on websites and flyer - and set up a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Hi - Here's the signed agreement.

Begin forwarded message:

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**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>

**Date:** October 23, 2015 at 2:51:06 PM PDT

**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>

**Subject: Re: Larchmont utility boxes**

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

- please change the official name of our BID to Larchmont Village BID (the “village” is missing in the doc)
- date says 9/10/15 in “Ownership” section — need to change

Thanks.

|

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**Rebecca Hutchinson**/ President + CEO, Even Days

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<DOART\_DealMemo\_LarchmontUtilityBoxes.pdf>

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<doc02111220151027152622.pdf>

Begin forwarded message:

**From:** Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>  
**Subject: Re: Larchmont photo**  
**Date:** March 31, 2016 at 8:34:05 PM PDT  
**To:** Thomas Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>  
**Cc:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>, Ann Bridges <[ann.bridges@mac.com](mailto:ann.bridges@mac.com)>

Hi all,

Confirming tomorrow at 10:00. Let's meet at the utility box by Noah's Bagels.



**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / 323-397-3446

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Mar 29, 2016, at 10:27 AM, Thomas Kneafsey  
<[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)> wrote:

Good for me  
Tom Kneafsey

---

**From:** Heather Boylston [mailto:[heather@h-rpr.com](mailto:heather@h-rpr.com)]  
**Sent:** Tuesday, March 29, 2016 10:16 AM  
**To:** carmen zella  
**Cc:** Rebecca Hutchinson; Tom Kneafsey; Ann Bridges  
**Subject:** Re: Larchmont photo

Hi all,

The artwork has been installed and it looks great! I'd like dos schedule the photo shoot sometime later this week. Would Friday morning at 10 am work for everyone?

<image001.jpg>

**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / 323-397-3446

200 N. Larchmont Blvd.Los Angeles, CA 90004  
<http://www.h-rpr.com>



<image003.jpg> <image003.jpg>

On Mar 18, 2016, at 9:27 AM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello all,

So sorry - I put a lot of pressure on the printing company to convey why there is a delay. They told me the installer has the prints and should be finalizing by Saturday. They are behind and apologized....

I truely apologize as I'm frustrated and want to see this beautiful art up in your district!

On Wed, Mar 16, 2016 at 11:05 PM, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:  
Ann,

John Wellborne from the Larchmont Chronicle may be emailing you for an interview. We are going to have him run the images of your renderings if the artwork is not installed yet. Their deadline is Friday. Let me know if you have any questions about talking to him. Thanks!

<image001.jpg>

**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / [323-397-3446](tel:323-397-3446)

200 N. Larchmont Blvd.Los Angeles, CA 90004  
<http://www.h-rpr.com>



<image003.jpg> <image003.jpg>

On Mar 16, 2016, at 10:20 PM, [rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) wrote:

Carmen - please reply all to confirm we are canceling tomorrow's 11am photo on Larchmont. I'm assuming the artwork can't be installed between now and then, right?!

Rebecca Hutchinson

Cell: [\(323\) 646-6406](tel:3236466406)

On Mar 16, 2016, at 9:24 PM, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:


I just drove by and they are not installed. We were hoping to make deadline by Friday for the local paper.....

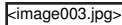


**Heather Duffy Boylston** / President + CEO, Odd Days  
[heather@h-rpr.com](mailto:heather@h-rpr.com) / [323-397-3446](tel:3233973446)

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>







On Mar 16, 2016, at 3:43 PM, [rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) wrote:

I'm on the road away from Larchmont and unable to check but there was no sign of progress today at 11:30. Please check in with Heather, copied, or [323-397-3446](tel:3233973446). Thanks.

Rebecca Hutchinson  
Cell: [\(323\) 646-6406](tel:3236466406)

On Mar 16, 2016, at 3:28 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca I'm checking to see if the boxes have been installed? Can you please give me a call back as I can't seem to reach my contact at the printing company.  
[310.406.5055](tel:3104065055)

On Monday, March 14, 2016, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:  
Hello Rebecca,

The printers are set to install in the next day or so. I apologize for the delay - and will call again tomorrow to ensure they are on point.

It will only take them one afternoon to finalize.

On Mon, Mar 14, 2016 at 10:31 AM, <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:  
Hi Carmen. There's no sign of the art work on our utility boxes yet. Please LMK status. Is the photo on Thurs still doable?

Rebecca Hutchinson  
Cell: [\(323\) 646-6406](tel:3236466406)

--

"A little inspiration goes a long way"

---

Carmen Zella  
Founder & Creative Director

**Do Art Foundation**

Twitter: [@doartfoundation](#)

Instagram: [DoArTFoundation](#)

[www.facebook.com/doartfoundation](http://www.facebook.com/doartfoundation)

[www.doartfoundation.org](http://www.doartfoundation.org)

**310.406.5055**

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"A little inspiration goes a long way"

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**310.406.5055**

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"A little inspiration goes a long way"

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**310.406.5055**

Begin forwarded message:

**From:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>

**Subject: Re: Designs for Larchmont Business Improvement District**

**Date:** March 1, 2016 at 6:26:19 PM PST

**To:** Tom Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>

**Cc:** Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>

Yep.



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / 323.646.6406

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Mar 1, 2016, at 5:18 PM, Thomas Kneafsey  
<[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)> wrote:

Can you identify the location of the utility boxes and then send an email to Gilbert Perez [gperez@cleanstreet.com](mailto:gperez@cleanstreet.com) and ask him to have them cleaned. He should bill us separately for this work. You could send him this message:

On Feb 18, 2016, at 8:00 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

*Super! We have notified the artist they are approved and are awaiting digital files from the artist to send to the printer.*

*We have shared the specs required and will notify you when they are received!*

*In the meantime, can you please ensure us that your BID maintenance team has cleaned the boxes and they are clear of excess paint, or paper that may cause bumps or bubbles during the installation?*

---

**From:** Rebecca Hutchinson [mailto:[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)]

**Sent:** Tuesday, March 01, 2016 12:43 PM

**To:** Tom Kneafsey

**Cc:** Heather Boylston

**Subject:** Re: Designs for Larchmont Business Improvement District

Hi Tom — hope you had a good trip! Please see the chain below and the part I highlighted in red. We need to have the 2 utility boxes cleaned/prepped before the artwork can be installed. How do we get



this done?



Rebecca Hutchinson/ President + CEO, Even Days  
[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / 323.646.6406

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>



Begin forwarded message:

**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>

**Subject: Re: Designs for Larchmont Business Improvement District**

**Date:** February 18, 2016 at 8:41:55 PM PST

**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>

The installation could be as soon as next week if we receive the proper digital files and you confirm the boxes are clean and ready!

:)

On Thu, Feb 18, 2016 at 8:35 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:  
Sure. When will installation be?



Rebecca Hutchinson/ President + CEO, Even Days  
[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / 323.646.6406

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Feb 18, 2016, at 8:00 PM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Super! We have notified the artist they are approved and are awaiting digital files from the artist to send to the printer.

We have shared the specs required and will notify you when they are received!

In the meantime, can you please ensure us that your BID maintenance team has cleaned the boxes and they are clear of excess paint, or paper that may cause bumps or bubbles during the installation?

Thanks!

On Thu, Feb 18, 2016 at 7:21 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:  
Carmen — we all think these are great! Please go ahead with the next step!

Thanks,  
Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Feb 17, 2016, at 11:54 AM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Here is what Ann has presented.

Sent from my iPhone

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*"A little inspiration goes a long way"*

---

Carmen Zella  
Founder & Creative Director

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**310.406.5055**

<FullSizeRender.jpg><FullSizeRender.jpg>

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*"A little inspiration goes a long way"*

---

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[www.doartfoundation.org](http://www.doartfoundation.org)

**310.406.5055**

Begin forwarded message:

**From:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>

**Subject:** Fwd: Larchmont Utility Boxes

**Date:** February 8, 2016 at 4:38:17 PM PST

**To:** Tom Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>

I love this! But do you think we need to advise her to NOT paint the fruit guy's stand bc of illegal street vending?!?!? eek I hope I'm overreacting.



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / 323.646.6406

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



Begin forwarded message:

**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>

**Subject:** Fwd: Larchmont Utility Boxes

**Date:** February 8, 2016 at 4:24:36 PM PST

**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>

Hello Rebecca - please see a reference image from your selected artist.

Thanks!

----- Forwarded message -----

**From:** Ann Bridges <[ann.bridges@me.com](mailto:ann.bridges@me.com)>

**Date:** Mon, Feb 8, 2016 at 3:50 PM

**Subject:** Re: Larchmont Utility Boxes

**To:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>

The designs are underway and I am working on the deadline of 2/10.  
Here's a sample .